



The Five Steps of Monroe's Motivated Sequence

Monroe's Motivated Sequence is a five-step method developed by Alan H. Monroe to progressively build your audience's sense of urgency toward an issue, so by the end of your speech, they are ready to act.

Step 1: Attention

Grab your audience's attention. You can utilize a quote, statistic, story, visual, reference to the audience, etc. pertinent to the rest of the speech to draw them in.

Example: "Raise your hand if you're afraid of public speaking."

Step 2: Need

Present a relevant problem (need) to your audience and help them understand why they should care about that need.

Example: "Too often, student do not optimize their public speaking abilities due to fear."

Step 3: Satisfaction

Offer a plan to help fix (satisfy) the problem (need).

Example: "Systematic desensitization is a technique for alleviating public speaking anxiety."

Step 4: Visualization

Describe to your audience how their lives will change for the better if the plan (satisfaction) is implemented. Note that the visualization step is not the same as a visual aid.

Example: "Imagine you repeatedly engage in systematic desensitization. Not only does your fear of public speaking go away, but you also become an influential TED Talker."

Step 5: Action

Leave the audience with an urgent and specific call to action.

Example: "Pull out your phone, scan the QR code on the slide, and sign up for my systematic desensitization session. You won't regret it!"

Additional Tips

- Select a relevant topic and one you find interesting; this will create more passion in your speech.
- Provide a non-distracting visual aid.
- Incorporate emotion and subjective supporting materials (pathos) to build your argument.

Need more information or assistance?

Schedule an appointment with the [Excel Multiliteracy Center](http://multiliteracy.uccs.edu). We are here to provide one-on-one and group assistance to any and all UCCS students!